

Visit Los Osos/Baywood
(Los Osos, Baywood Park, uninc. Morro Bay
Local Fund Advisory Board)

Minutes

February 24, 2015 – Sea Pines Golf Resort, Los Osos

Board Members Present:

Alex Benson, Baywood Inn
Paul Irving, Bayside Life
Bill Lee, Back Bay Inn
Pandora Nash-Karner, Vacation Rental Owner
Gary Setting, Sea Pines Golf Resort (Chair)

Others Present:

Steve Vinson, Chamber of Commerce
Jamie Wallace, Cal Poly

Absent: None

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** By Chair Gary Setting at 9:08 a.m.
2. **Public Comment:** None
3. **Consent Items:**
 - a. Approval of 1/27/15 Minutes: Paul Irving made a motion to approve the Minutes of the January 27, 2015 Meeting as written with no additions or corrections. Gary Setting seconded the motion; motion carried unanimously.
4. **CBID Update/Financials/Programs Funded through Local Boards:**
 - a. January Local Fund Update: E-blast subscribers increased to over 22,000. 11 funding applications were processed in two weeks. The TOT update will be available in March. The CBID is reprinting small versions of the Highway 1 Discovery Map and about 210,000 are distributed every 6 months.
 - b. Promoting & Sharing Local Discovery Loop Map: Cheryl shared some ideas and information on how to promote the local loop map. She encouraged including the pdf version when sending guest confirmations.
5. **Financials:** The total contribution through December was 2.58% for a net income of \$490.31. Melissa presented the updated 2014-2015 fiscal year budget along with the current expenditure report, not including \$2,500 for the webcam and outstanding Mental Marketing invoices totaling \$3,500. It was suggested that the board consider re-allocating the percentages for designated categories and increasing the Marketing/Promotions category to accommodate potential expenses for Paul Irving. Gary suggested the board review the financials and category percentages between now and the next meeting to discuss further in March.
6. **Committee Reports:**
 - a. Beautification/Outreach:
 - i. Cheryl stated that the CBID is looking at the scenic byways for inclusion on the Highway 1 Discovery Route. As Los Osos is the gateway to Montana de Oro, signage on Highway 1 would be beneficial. Alex will make some calls and see what progress he can make.
 - ii. Gary stated that a valve has been installed to run water to the monarch butterfly grove, which brings potential to plant milkweed, which would make a good stewardship project. Celebrate Los Osos could bring a funding application to the board to fund purchase of the milkweed.
 - b. Events and Marketing:
 - i. Junefest is scheduled for May 31st and Bayfest is scheduled for August 30th; these will be the same as past events with improvements however possible. Paul is piloting a new program in Baywood Park called “Beers at the Pier”, which is a concert series on Monday

evenings. Farmer's Market takes place on Mondays, so people would be encouraged to stay afterwards and enjoy a concert at the Backbay Inn. Paul has talked to restaurants about having dinner specials. A goal of this event would be to obtain more 3-day weekend stays. 100 people attended the first event last week, while the 2nd (yesterday) had approximately 50-60 attendees.

- ii. Celebrate Los Osos will be hosting a concert fundraiser on May 17th to help fund the water bill for watering of plants in the median strip, which can potentially run about \$5,000/year. This will be a combination garden tour, meal, and concert at the BackBay Inn. Details should be provided to Cheryl so the event can be included in the WineCoastCountry newsletter.
- c. Stewardship Traveler Program Liaison: No report other than the potential project at the monarch butterfly habitat discussed during the Beautification/Outreach report. Bill will obtain an estimate for purchase of the milkweed and will provide to Pandora.

7. Action/Discussion Item

- a. Discussion and Vote for Approval – Accept Paul Irving's Resignation: Alex Benson made a motion to accept Paul Irving's letter of resignation from the board. Pandora Nash-Karner seconded the motion; motion carried.
- b. Discussion and Vote for Approval – Accept Steve Vinson's Application: Pandora Nash-Karner made a motion to accept Steve Vinson's Application to join the board. Bill Lee seconded the motion; motion carried unanimously.
- c. Discussion and Vote for Approval – Accept Paul Irving's Proposal: Paul reviewed his proposal as discussed at the January meeting. While marketing tools are available, they are not being utilized to the best of the board's abilities. Mental Marketing gave the board an identity, created a website, and provided a tool kit, but follow-through and usage of these tools needs to be carried on. The board supports Paul in his proposed efforts and appreciates him being local and dedicating his time to help promote the area and the board's efforts towards marketing. Alex Benson made a motion to accept Paul Irving's proposal for marketing at a rate of \$10/hour for 10 hours per month for a period beginning March 1, 2015 through June 30, 2016. Pandora Nash-Karner seconded the motion; motion carried with Paul Irving abstaining.
- d. Discussion – Bayfinder's Challenge Winner: Melissa will forward the list of entrants to Cheryl, who has a program that will randomly select a winner. Melissa will then contact the winner and coordinate the award. Paul will reach out to Mental Marketing to find what the return on the contest was.

8. Future Agenda Items/New Business:

- a. Review and Discussion of Constituent List
- b. Celebrate Los Osos – Milkweed Project

9. Closing Comments:

- a. Alex will not be in attendance of the March meeting, but he will forward any findings on signage to a member of the board to report on.
- b. Gary welcomed Steve to the board and thanked everyone for attending.

10. Next Visit Los Osos/Baywood Meeting

Date: Tuesday, March 24, 2015

Time: 9:00 a.m. – 10:30 a.m.

Location: Sea Pines Golf Resort, Los Osos

11. Adjournment

The meeting was adjourned at 10:32 a.m. (Alex, Pandora)